

# **The Big Picture: Comprehensive Data Collection**

## **December 6, 2012**

9:00-9:15: Opening Remarks

9:15-10:00: **The Technological Landscape of Comprehensive Data Collection**

In this presentation, Professor Dan Wallach of Rice University will explain the current technological means through which consumers' online activities can be collected and the limits to that technology. He will explore which types of entities have the ability, should they choose, to collect data about consumers' online activities in order to create comprehensive profiles. He will also describe current and possible future uses for such profiles.

10:00-10:15: Break

10:15-12:00: **Benefits and Risks of Comprehensive Data Collection**

This panel will explore both the benefits to consumers from the technologies that allow comprehensive data collection as well as the various privacy concerns associated with the ability to track all, or virtually all, of a consumer's online activities. The panel will discuss: 1) the products and services these technologies create or enable, 2) the types of information that can be collected and how that information is used, and 3) the associated benefits and privacy risks.

12:00-1:30: Lunch

1:30-1:45: Remarks

1:45-3:00: **Consumer Attitudes about and Choice with respect to Comprehensive Data Collection**

This panel will examine consumer attitudes and knowledge about comprehensive data collection and the role of consumer choice and transparency. Panelists will discuss: 1) what consumers know about the comprehensive data collection that can or does occur; 2) what consumer should be told about such collection; 3) what choices consumers should have about such collection; and 4) whether there are competitive alternatives in order to make choices meaningful.

3:00-3:15: Break

3:15-4:30: **The Future of Comprehensive Data Collection**

This panel will focus on potential next steps for industry and policy makers in the area of comprehensive data collection. In particular, panelists will discuss what standards should apply to comprehensive data collection and whether the market can provide alternatives for consumers who wish to avoid such collection.

4:30-4:45:     Closing Remarks